

**AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A method, comprising:  
providing a user at a client terminal with a selection of audio content to accompany a shopping channel on an interactive video casting system, the user being an end consumer of advertising on the shopping channel, wherein the audio content to select from includes audio content previously uploaded by the user to the interactive video casting system ~~by the user~~ and stored therein, the selection of audio content being made available via the shopping channel; and  
providing the selected audio content to the user.
2. (Original) The method of claim 1 wherein the audio content includes music selected from audio content stored on the interactive video casting system.
3. (Original) The method of claim 1 wherein the audio content includes an audio portion of programming from another channel on the interactive video casting system.
4. (Original) The method of claim 1 wherein the audio content includes Internet radio.
5. (Currently Amended) The method of claim 1 wherein the audio content previously uploaded by the user includes a voiceover to provide the user with instructions regarding actions on the shopping channel.
6. (Original) The method of claim 1 wherein the audio content includes a sound effect, including a style of voice capable of being selected by the user.
7. (Original) The method of claim 1 wherein the interactive video casting system comprises an interactive television system.

8. (Original) The method of claim 1, further comprising providing the audio content through explicit profiling of the user.

9. (Previously presented) The method of claim 8 wherein explicit profiling comprises developing user audio preferences based on the user's responses to a plurality of questions provided via the interactive video casting system.

10. (Original) The method of claim 1, further comprising providing the audio content through implicit profiling of the user.

11. (Previously presented) The method of claim 10 wherein implicit profiling comprises developing user audio preferences by analyzing the user's viewing habits in the interactive video casting system.

12. (Currently Amended) A method, comprising:

providing a user at a client terminal with a selection of audio enhancements to accompany content on an interactive video casting system, the user being one of a plurality of end consumers viewing the content and the audio enhancements to select from including audio enhancements previously uploaded by the user to the interactive video casting system ~~by the user~~ and stored therein; and

providing the selected audio enhancements to the client terminal.

13. (Original) The method of claim 12 wherein the content comprises an Internet web site.

14. (Original) The method of claim 12 wherein the content comprises a shopping channel.

15. (Original) The method of claim 12 wherein the content comprises interactive television objects of the user, including an electronic calendar.

16. (Original) The method of claim 12 wherein the audio enhancements include music selected from audio enhancements stored on the interactive video casting system.

17. (Original) The method of claim 12 wherein the audio enhancements include an audio portion of other content available on the interactive video casting system.

18. (Original) The method of claim 12 wherein the audio enhancements comprise Internet radio.

19. (Original) The method of claim 12 wherein the audio enhancements comprise a sound effect, including a voice style capable of being selected by the user or a theme-based sound related to the content presented to the client terminal.

20. (Currently Amended) The method of claim 12 wherein the audio enhancements previously uploaded by the user comprise a voiceover to provide the user with instructions regarding actions related to the content presented to the client terminal.

21. (Original) The method of claim 12 wherein the interactive video casting system comprises an interactive television system.

22. (Original) The method of claim 12 wherein the content includes merchants' advertising, the method further comprising allowing merchants selling through a shopping channel of the interactive video casting system to provide a default audio enhancement to accompany the merchants' advertisement, the default audio enhancements capable of being changed by the user via selection of other audio enhancements.

23. (Original) The method of claim 12, further comprising selecting the accompanying audio enhancements based on explicit profiling by selecting the accompanying audio enhancements based on the user's responses to a plurality of questions presented via the interactive video casting system.

24. (Original) The method of claim 12, further comprising selecting the accompanying audio enhancements based on implicit profiling by the interactive video casting system by analyzing the user's viewing habits.

25. (Currently Amended) An apparatus, comprising:  
a network interface coupled to receive interactive television content;  
a storage medium coupled to the network interface to store at least a portion of a user's audio preferences and audio content uploaded by the user to the network interface;

a television interface coupled to the network interface to allow user selection of audio content including audio content stored in the storage medium, to accompany content received from an interactive television network, the user being one of a plurality of end consumers viewing the interactive television content;

~~a storage medium coupled to the network interface to store at least a portion of the user's audio preferences and audio content uploaded to the network interface by the user;~~ and

a processor coupled to the storage medium to coordinate the user's audio preferences with the content received from the interactive television network by the network interface.

26. (Original) The apparatus of claim 25 wherein the content on interactive television comprises a shopping channel.



a selection of audio enhancements to accompany the visual content, the audio enhancements including ~~a selection of~~ audio enhancements ~~that can be~~ previously uploaded by a user at a client terminal ~~to the interactive video casting system, and provided along with the visual content,~~ the user being an end consumer of the content provided from the interactive video casting system, wherein at least one of the audio enhancements is capable of being provided via the channel in response to user selection of that audio enhancement.

32. (Currently Amended) The channel of claim 31 wherein the audio enhancements previously uploaded by the user include an instructional voiceover to provide instructions related to the visual content.

33. (Original) The channel of claim 31 wherein the audio enhancements include theme music based on the visual content, at least some of the theme music capable of being automatically selected from the selection based on user profile information.

34. (Previously Presented) The channel of claim 31, further comprising a selection of visual enhancements to accompany the visual content, at least some of the visual enhancements capable of being uploaded by the user for subsequent presentation along with the visual content, at least some of the visual enhancements capable of being automatically selected from the selection based on user profile information.